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ABSTRACT

Goals of this analysis of the community and its library users in Canton, Ohio, were to: (1) examine the community served and not served by the district reference department; (2) examine types of services provided for users by the department; (3) design a service policy; (4) make recommendations for service improvements; and (5) formulate action plans to attain the service goals. Factors analyzed to arrive at a community profile were population growth and characteristics, geographical features of the area, the economy, available mass media, and community groups and events. Resources and services available at the county's existing reference department are explained. A profile of users consists of findings from a random sampling of the library card registration file (to obtain an idea of where library users are located), and from a month-long survey of types of information requested and materials used for information. The final part of the report presents ten recommendations for an action plan of services responsive to the identified needs and interests of the community. The project report is accompanied by maps and statistical tables of findings, and a bibliography is included. (SW)

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A COMMUNITY ANALYSIS AND SERVICE DEVELOPMENT PLAN FOR THE REFERENCE DEPARTMENT, STARK COUNTY DISTRICT LIBRARY, CANTON, OHIO

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by

Constance Opipare Yankus, North Canton Public Library

and

Anthony G. Yankus, Mideastern Ohio Library Organization

March, 1979

IR000896

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SEP 2 1980

INTRODUCTION

The purpose of this study is to formulate a development plan for the general reference services of Stark County District Library, Canton, Ohio. The methodology utilized in achieving this goal is that of community analysis. According to Charles Evans, community analysis

> can be defined as nothing more than the division of a community into its components, but such analysis is of little real value unless the peculiar characteristics of the community and of each of its constituent elements -- including characteristic needs and behavior -- are identified and their significance established.[1]

As described by Roger Greer of the Community Analysis and Research Institute, it is a method which identifies elements of a community that can be interpreted by the librarian and related to services rendered by a library. Thus, techniques of data gathering, evaluation and comprehensive planning are applied to analysis of needs -- in this case, information needs. Once needs are identified, a plan of reference service can be formulated to meet them.

This study is completed in four phases. First, a community profile is written. Available documents on history, topography, transportation and commercial activity were examined for useful information about the community served

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[1]Charles Evans. "A History of Community Analysis in American Librarianship." Library Trends, January. 1976, p.441.

and not served by the Reference Department of Stark County District Library.

Characteristics of the population served were gathered through census tract analysis. Data on groups in the community was drawn from newspaper survey, telephone directory search, and social service agency questionnaire. Finally, recreation and entertainment trends were examined by newspaper and community calendar surveys.

The second phase of the analysis involved a sketch of department resources and services.

Phase three was the formulation of a user profile. Using techniques taught at a community analysis institute conducted for the Ohio Library Association in the Fall of 1977, a random sample of the library's adult registration file and an "in-house" survey of library users were conducted to discover the locations of users. Use of reference materials was determined by surveying what types of books, magazines and other sources were used by subject categories; a survey of types of reference questions was also accomplished.

Thus, the final phase of the study involved the formulation of an action-oriented plan of services responsive to the identified interests and needs of the community.

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A COMMUNITY ANALYSIS
AND SERVICE DEVELOPMENT PLAN
FOR THE REFERENCE DEPARTMENT,
STARK COUNTY DISTRICT LIBRARY

GOALS

The goals of this project are:

(1) To examine the community served and not served by the Reference Department, Stark County District Library.

(2) To examine types of services rendered to users by the department.

(3) To design a service policy.

(4) To make recommendations for service improvements and development.

(5) To formulate action-driving plans to attain the service goals.

COMMUNITY PROFILE

Historical Background

Stark County was formed in February, 1808 from Columbiana County to the east. Immigrants of German descent who moved westward over the Allegheny Mountains from Pennsylvania and east coast states were the first settlers. The earliest settlements were Osnaburg (East Canton), Navarre and Canton. At the same time, isolated farms were started in the Sandy Valley area to the south and Plain Township area to the north.

Canton became the dominant location during the early development of the county. The original town site was established on a clearning of land between the east and west forks of Nimishillen Creek. Besaleel Wells, founder of Steubenville, developed Canton's site along the alighment of a new road authorized by the State Assembly. The route extended west from (New) Lisbon through Stark County. Nimishillen Creek provided water power necessary for grist and saw mills, and rich soil deposited by glaciation in the area proved a solid agricultural base for Canton's early development.

Construction of the Ohio and Erie Canal from Cleveland to Portsmouth on the Ohio River between 1825 and 1832 generated a shift in the county's population. The city of Massillon was laid out in 1826, eight miles west of Canton. The main channel passed through Stark County near Massillon, and with the opening of the canal, it rivaled Canton, the

county seat since 1809, as the largest settlement in Stark County.

On March 2, 1852, the first railroad locomotive pulled into Canton. The coming of the railroad also generated the founding of Alliance, originally settled in 1847. As the county's marketing area increased with the construction of rail lines to Pittsburgh and Chicago in the 1850's, the manufacture of farm implements, grain milling, clay products, and metal fabrication industries grew. Between 1850 and 1870, Canton's population quadrupled. In 1859, the city was reorganized as a City of the Second Class by the Ohio General Assembly.

In 1896, Canton native William McKinley was elected President of the United States. He gained nationwide recognition for his famous front porch campaign. McKinley served as President until his assassination at Buffalo, New York, in 1901.

While the Canton area had considerable early experience in the primary metals field, the major impetus to the modern steel industry came with rail expansion to Lake Erie and coal fields to the south of the county. Thus, the area was linked to the ore deposits of Michigan and Wisconsin and the coal resources of southeastern Ohio.

Massive development of steel and other industries ensued. The turn of the century dates the modern era of

growth with the founding of primary steel production, automobile, watch, safe, electrical appliance, and heavy metal fabrication industries.

This was also the period of greatest population migration to Alliance, Canton and Massillon. Foreign-born persons living in Canton increased over 200% from 1900 to 1920. The majority of immigrants at this time were from Italy. Other European countries from which immigrants came to Stark County included Austria, Greece, Hungary, and Romania. Blacks from the South, and some Mexican and Puerto Rican immigrants combined with the original German-Irish-French-Swiss base to give the county a richly diversified cultural heritage. While the three cities grew, the smaller villages: Hartville, Canal Fulton, North Canton, Brewster, Navarre, Beach City, East Sparta, Magnolia, Waynesburg, Minerva, East Canton, Louisville, Wilmont, and Limaville remained service centers of the predominately rural countryside.

The first twenty years of the century also brought the shift of Canton's residential district from the central business district to a distance of one to two miles north and northwestward. This movement initiated the rapid suburban population growth of the county to the north of Canton -- a trend that continues today.

The 1900 - 1920 era is also memorable for the great interest in the arts and the championship football teams of Canton

and Massillon, "professional" predecessors of the National Football League.

The advent of the automobile increased suburban development. Many subdivisions were constructed near Canton's city limits. The depression of the 1930's affected Canton as it did most of the United States.

Construction of the Akron-Canton Airport and many new steel facilities in Canton during World War II helped the area regain economic prosperity. In 1943, Canton ranked as one of the important war production centers with 46,000 industrial employees. The city has never achieved this peak in production and manufacturing employment since that time.

Since World War II, the economy and the population have decentralized and expanded from the county's center -- Canton. Light manufacturing activities, service industry and non-production professional employment have increased due to growth of industrial parks and commercial shopping centers. An increasing percentage of the population now lives in suburban areas outside the major cities.

TABLE 1.

Population Growth, Stark County 1900-1975

Year	Population	Numerical Change	Percent Change
1900	94,747		
1920	177,218	82,471	87.0
1940	234,887	57,669	32.5
1960	340,345	105,458	44.8
1970	372,210	31,865	0.94
1975	388,000	15,790	0.42

Source: Census of Population, 1900-1970.
1973, 1974, and 1975 SCATS Population Estimates

TABLE 2.

Births and Deaths, Stark County

1940 - 1973

Year	Birth	Birth Rate	Deaths	Death Rate
1940	3,750	16.0	2,605	11.1
1950	6,826	24.1	2,636	9.3
1960	7,856	23.0	3,270	9.6
1970	6,878	18.5	3,431	9.2
1973	5,338	14.3	3,600	9.7

Birth Rate: Births per 1,000 population

Death Rate: Deaths per 1,000 population

Source: Ohio Department of Health, Vital Statistics
U.S. Public Health Service, Vital Statistics

Population Characteristics

The growth rate of the population has dropped over the past fifteen years. During the 1940's and 1950's the annual rate of growth was over 2% per year but between 1960 and 1970, the county's population grew less than 1% per year.[1] Table three below summarizes the age characteristics of the county's 1970 population.

TABLE 3.

Age Characteristics, Stark County

Age Category	Male	Female	Total	% of Total
0-2 years	9,600	9,085	18,685	5.02
3-4 years	6,585	6,394	12,979	3.48
5-13 years	34,510	33,144	67,654	18.17
14-18 years	18,330	18,232	36,562	9.82
19-34 years	36,404	40,751	77,155	20.72
35-64 years	59,100	63,457	122,557	32.92
65 + years	15,467	21,151	36,618	9.83
TOTALS	179,996	192,214	372,210	100.00

Source: 1970 Census of Population and Housing, Canton, Ohio Standard Metropolitan Statistical Area. U. S. Department of Commerce.

The death rate has been very stable and the lower mortality rate and increased life expectancy will continue. The average age of county residents is forecast to continue to rise over the next twenty years.

---

1. Stark County Area Transportation Study. Population and Economic Study, October, 1975, p. 30.

The county's birth rate has declined, another factor contributing to the increased age of the population. A 1975 Stark County Area Transportation Study report has forecast 1980 population changes. Predictions by political unit are summarized in Table 4, below.

TABLE 4.

1980 Population Predictions

	1970	1980
Cities:		
Alliance	26,547	25,370
Canton	110,388	108,370
Louisville	6,298	9,600
Massillon	32,539	33,460
North Canton	14,893	16,800
Villages:		
Beach City	1,133	1,140
Brewster	2,020	2,300
Canal Fulton	2,367	3,100
East Canton	1,631	1,800
East Sparta	959	970
Hartville	1,752	3,000
Hills & Dales	280	300
Limaville	303	350
Magnolia	1,728	1,756
Meyers Lake	280	320
Minerva	6,928	8,519

TABLE 4 (Continued)

	1970	1980
Navarre	1,607	1,610
Waynesburg	1,337	1,375
Wilmot	378	390
Townships:		
Bethlehem Twp.	2,921	3,830
Canton Twp.	16,858	17,900
Jackson Twp.	18,506	28,930
Lake Twp.	11,301	17,210
Lawrence Twp.	4,917	7,450
Lexington Twp.	5,672	6,900
Marlboro Twp.	3,552	4,100
Nimishillen Twp.	10,262	10,890
Osnaburg Twp.	4,436	4,620
Paris Twp.	3,592	3,700
Perry Twp.	30,443	34,780
Pike Twp.	3,068	3,520
Plain Twp.	31,945	35,800
Sandy Twp.	2,077	2,150
Sugarcreek Twp.	2,601	2,970
Tuscarawas Twp.	6,894	7,470
Washington Twp.	5,306	5,950

Source: Stark County Area Transportation Study. Population and Economic Study, 1975.

Map one on the next page shows that Stark County will grow in population by a significant amount in the north and northwest areas. Lawrence, Jackson, and Lake Townships will more than double in size.

Map two, on page 14, which reports subdivision activity in the county in 1977, supports the predictions of SCATS. Based on the amount of residential development that has occurred since 1970, Stark County seems to be experiencing a small influx of residents from outside the county during the decade. The same data also points to a continued out-migration from Alliance, Canton, and Massillon.

In 1970, 97.9% of the county's population lived in households, although group housing has increased, especially in the downtown Canton area. 8.6% of all families were headed by a female. The increasing divorce rate in the Canton area is expected to cause this figure to grow significantly.

TABLE 5.

Household Characteristics, 1970

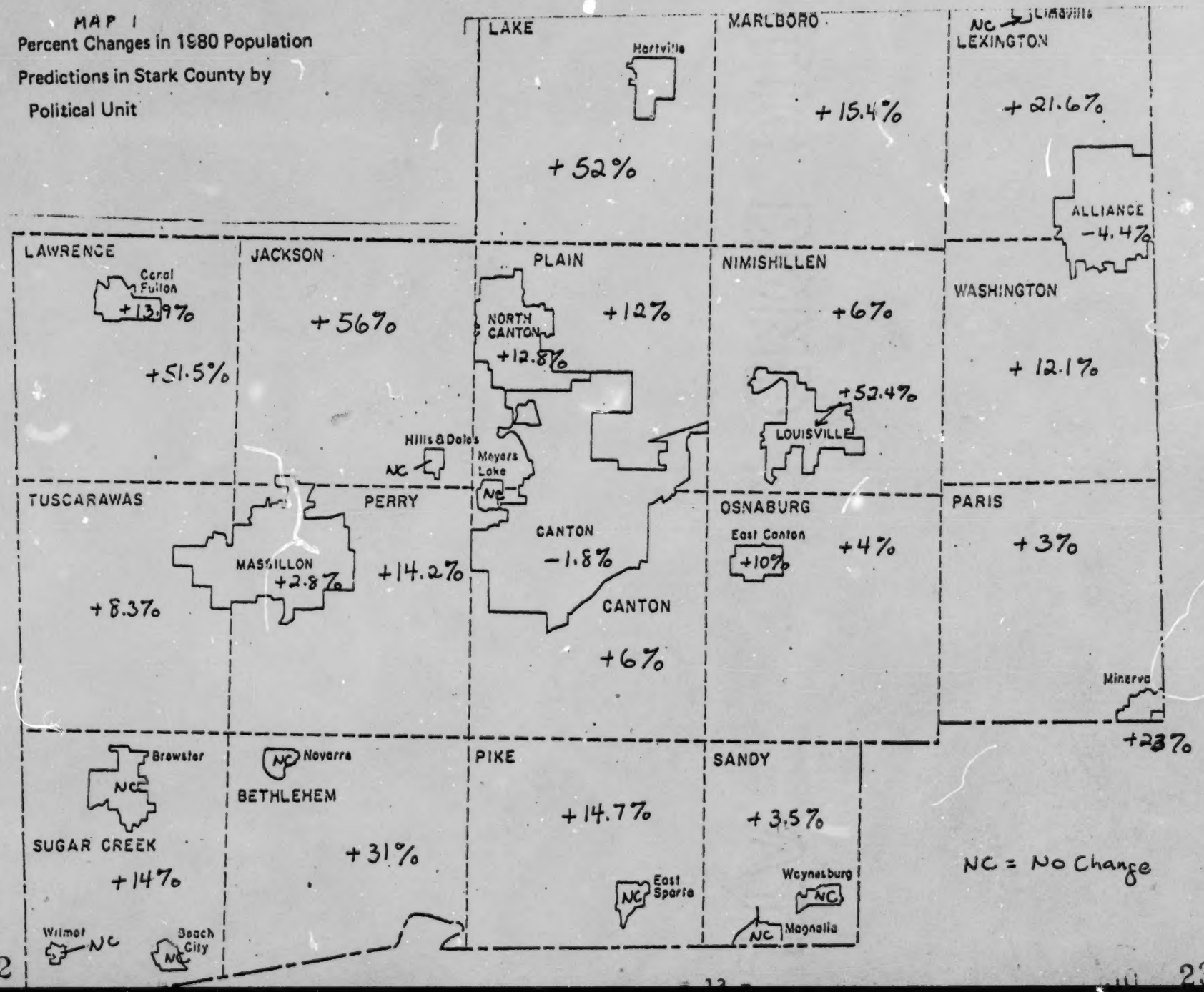
Total Population	372,210
Number of people in households	364,588
Number of people in group quarters	7,622
Number of families	95,610
Number of children	122,639
Average number of children per family	1,282

TABLE 5 (Continued)

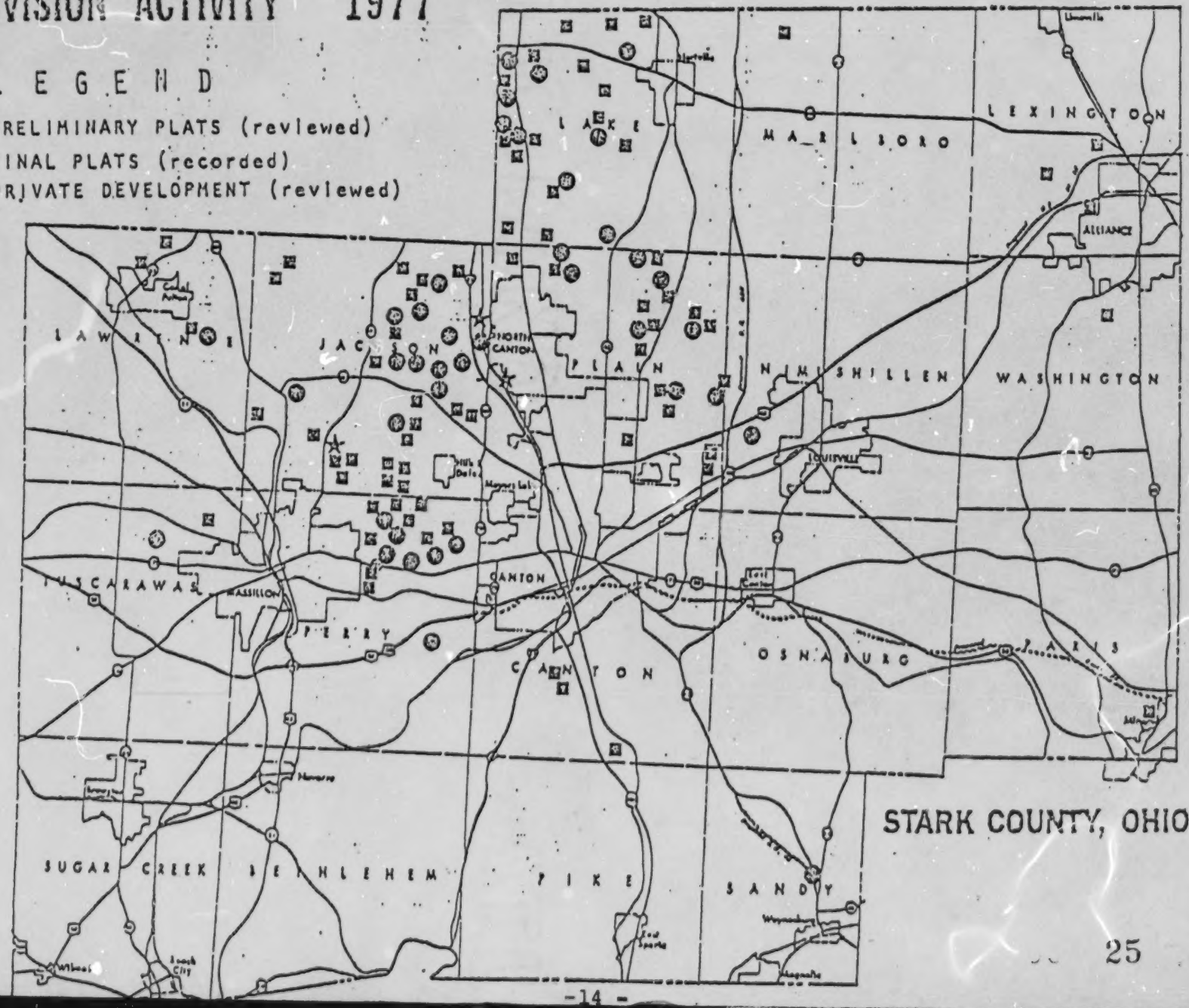
Household Characteristics, 1970

Number of families with female head	8,287	
Occupied housing units	114,690	
Automobile Registration	184,019	
Automobiles Available per household:		
1 --	52,991	(46.2%)
2 --	40,515	(35.3%)
3 --	7,476	(6.5%)
0 --	13,708	(12.0%)

Source: 1970 Census of Population and Housing. Canton, Ohio Standard Metropolitan Statistical Area. U. S. Department of Commerce


MAP 1
Percent Changes in 1980 Population Predictions in Stark County by Political Unit
LAKE
Hartville
+52%
MARLBORO
+15.4%
NC
LEXINGTON
+21.67%
ALLIANCE
-4.4%
WASHINGTON
+12.1%
LAWRENCE
Coral Fulton
+13.9%
+51.5%
JACKSON
+56%
PLAIN
NORTH CANTON
+12%
+12.8%
NIMISHILLEN
+6%
+52.4%
LOUISVILLE
Hills & Dales
NC
Meyers Lake
NC
TUSCARAWAS
PERRY
MASSILLON
+2.8%
+14.2%
+8.37%
CANTON
-1.8%
CANTON
+6%
OSNABURG
East Canton
+10%
+4%
PARIS
+3%
Minerva
+23%
Brewster
NC
SUGAR CREEK
+14%
NC
Navarre
BETHLEHEM
+31%
PIKE
+14.7%
East Sparta
NC
SANDY
+3.5%
Waynesburg
NC
NC
Magnolia
Wilmot
NC
Beach City
NC
NC = No Change
22
23

SUBDIVISION ACTIVITY 1977



The 1970 figures also indicate that only 12% of Stark County's population was without automobiles. This figure was higher within the city of Canton -- about 21%.

Table six includes data on the marital status of the county's population in 1970.

TABLE 6.

Marital Status, 1970.

Category		Number	% of People Over 14
Single --	Male	32,875	12.0
	Female	30,654	11.2
	Total	63,529	23.2
Married --	Male	88,683	32.5
	Female	89,795	32.9
	Total	178,478	65.4
Widowed --	Male	3,921	1.4
	Female	17,091	6.3
	Total	21,012	7.7
Divorced --	Male	3,822	1.4
	Female	6,051	2.2
	Total	9,873	3.6
Total		272,892	100.0

Source: 1970 Census of Population and Housing. Canton, Ohio Standard Metropolitan Statistical Area. U. S. Department of Commerce.

Table seven gives a summary of educational data from the 1970 census. According to the census, 47.6% of all adults over the age of 25 in Stark County did not have a high school diploma. 14.5% of the same population had some college experience.

TABLE 7.

Educational Data, 1970

Enrollment		Number	% of Total Enrolled
Nursery		1,624	
Kindergarten		5,987	
Elementary		62,005	
Total		69,616	66.3
High School		27,182	25.9
College		8,192	7.8
Years of School Completed		**Number**	**% of Population 25 years and older**
	0	2,139	1.05
Elementary	1-4	4,542	
	5-7	16,886	
	8	29,618	
Total		51,046	25.1
High School:	1-3	43,536	
	4	77,047	
Total		120,583	59.3
College	1-3	15,048	
	4	14,414	
Total		29,462	14.5

TABLE 7 (Continued)

Educational Data, 1970

Median School Years Completed = 12.1

Percent of High School Graduates = 52.4

Source: 1970 Census of Population and Housing. Canton, Ohio Standard Metropolitan Statistical Area. U. S. Department of Commerce.

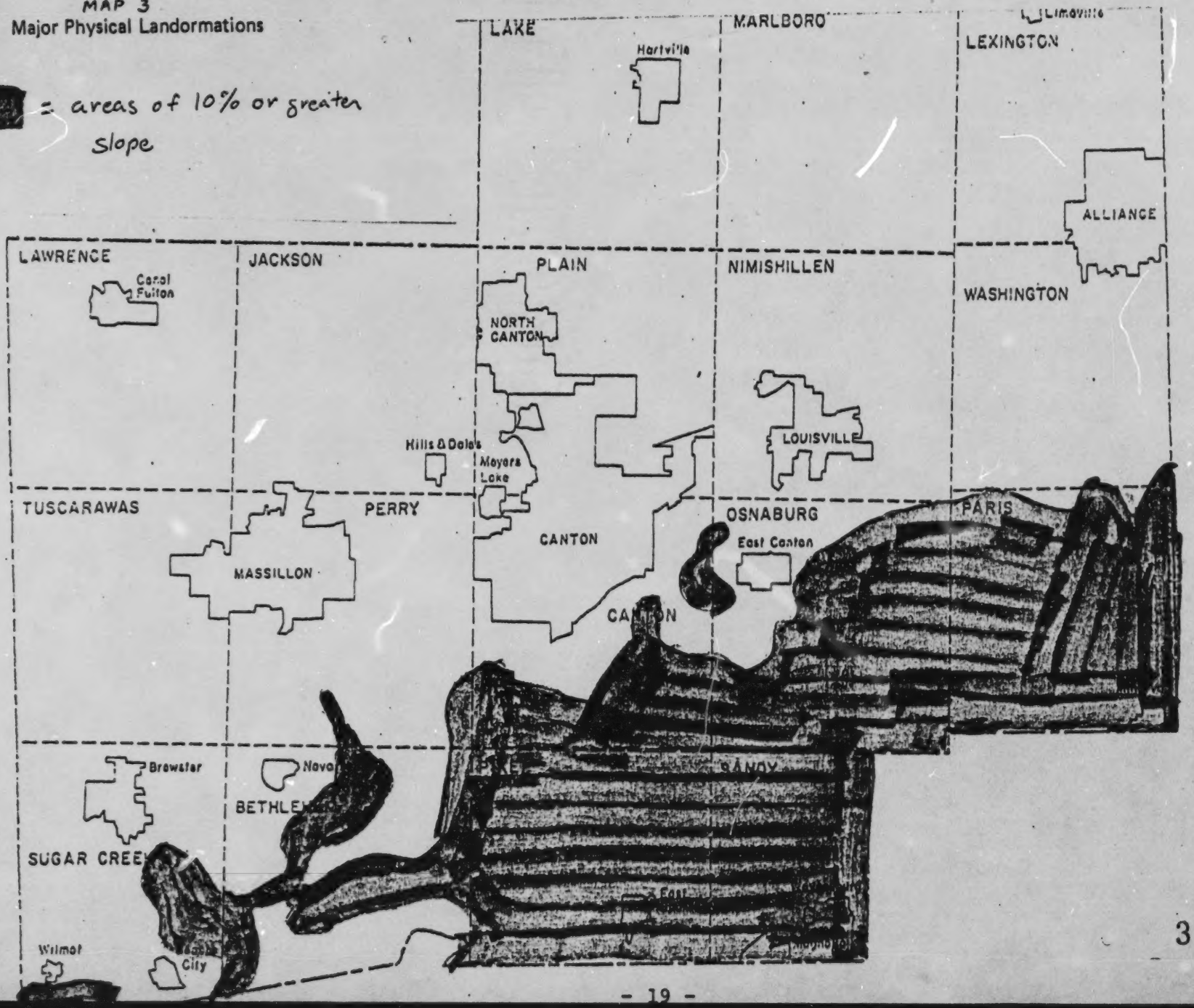
Topographical Features

The northern half of Stark County was covered by glacial deposits with the unglaciated portion lying south of a Minerva - Canton - Wilmont line. (See Map Three.) Differences in soil quality, depth to bedrock, local relief and drainage patterns are the contrasting features between the two areas.

These areas roughly correspond to population densities in the county, according to the 1970 census figures. The steep topography of Paris, Osnaburg, Sandy, Pike, Canton, Bethlehem, and Sugarcreek Townships adds to development costs. Thus, the southern land formations contribute to the northern half of the county's growth.

MAP 3
Major Physical Landormations

= areas of 10% or greater slope



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Transportation

Most Stark County residents travel by car. The road system may generally be viewed as a wheel whose hub is the city of Canton, with spokes of the wheel extending from this center. Thus, easy automotive access is provided to the financial and governmental center of the county and the outlying towns and villages.

The mileage of highway systems in Stark County is shown in the following table:

TABLE 8.

Mileage of Stark County Highway Systems

Type	Per Cent of Total Mileage	Mileage
Local	65.8	1772
Collector	21.9	591
Arterial	10.2	277
Expressway	1.4	39
Freeway	0.7	19
Total	100.0%	2698

Source: Stark County Comprehensive Transportation Report (Preliminary copy), December, 1977.

Based on Stark County Area Transportation Study data provided in its Average Daily Traffic Volumes, 1976, Interstate 77 and U. S Route 62/State Route 172 divide the county (north-south, east-west, respectively) into quarters. The junction of the routes is located in the northwestern

section of Canton. The map on page 22 shows the most heavily used routes in the county.

Twelfth Street, Hills & Dales Road, Fulton Drive and Portage Street provide access for automobile travelers to the northwestern suburbs of Canton from I-77 and Whipple Avenue North.

A recent survey of congested areas, high accident locations, locations of delay, and complaint areas verified the volume pattern of automobile traffic.[2] Thus, the majority of daily movement of people in the county is between Canton and Massillon and Canton and Plain, Jackson, and Lake Townships.

The Canton Regional Transit Authority (CRTA) is the principal mass transit carrier in the Stark County area. Regular service is provided to the city of Canton, Canton City Schools, the Belden Village Mall, North Canton, and Alliance. Twenty-seven routes operate between the hours of 5:15 a.m. and 6:45 p.m., Monday through Saturday.

CRTA also operate two buses for exclusive senior citizen use. One operates within the city of Canton while the other serves eight rural areas on a one-day-a-week basis.

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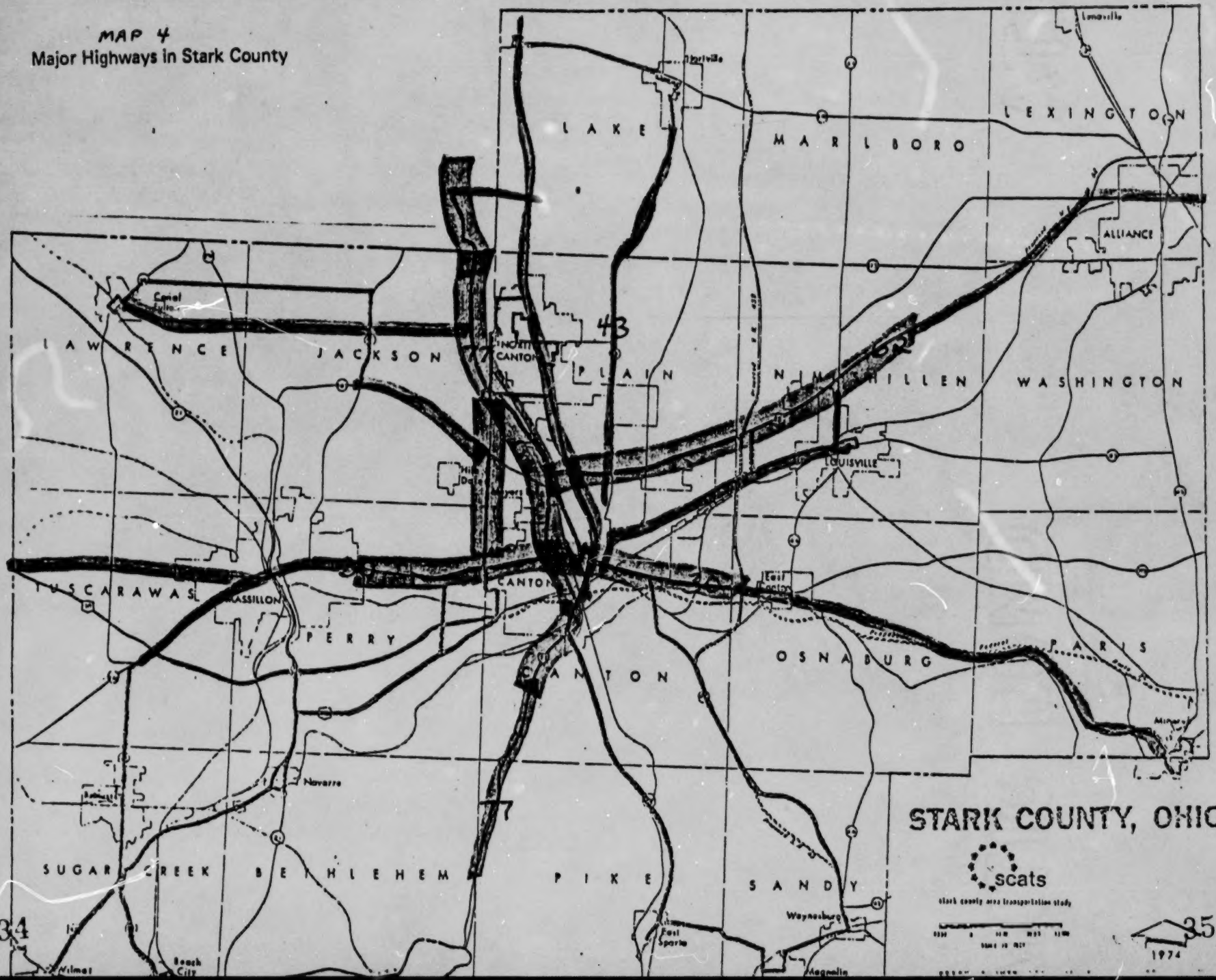
2. Stark County Area Transportation Study. Transportation System Management Report, April, 1977, p. 20.

MAP 4
Major Highways in Stark County



Three privately-owned transit operations also serve the county. Massillon-Alliance Motor Transit Inc. (MAM) operates a regular fare route service within the city of Massillon over four separate routes. Fidelity Motor Bus Lines maintains two local fare routes in the Canton-Massillon area. Table nine on the next page gives 1976 estimates of daily mass transit ridership in Stark County.

TABLE 9.

DAILY MASS TRANSIT RIDERSHIP

IN STARK COUNTY -- 1976 ESTIMATES

TRANSIT COMPANY	SERVICE AREA	1976 ESTIMATE
Canton RTA	Canton/North Canton	12,600*
Canton RTA	Alliance	80
Canton RTA	Canton (Senior Citizen Route)	50
Tri-City	Massillon to Canton	350
Tri-City	Canton to Louisville	1
Fidelity	Canton to Meyers Lake	1
Fidelity	Massillon to KSU Stark	30
MAM Transit	Massillon	625
MAM Transit	Alliance to Sebring	1
MAM Transit	Alliance	--
	Total Daily Ridership	13,738*

* Includes 6,560 daily school students during the school year.

Source: SCATS Surveillance Data.

Economy

The industrial composition of Stark County has remained virtually unchanged since 1950. The county is expected to remain a major manufacturing employment center; primary metal and electrical equipment and supplies increase. Manufacturing accounted for 41% of the total employment in Stark County in 1970.

Table ten on page 26 shows the 1970 employment levels in the durable and non-durable production areas of manufacturing. The 1985 projections of the Ohio Bureau of Employment Services are also tabulated.

Retail, service and government accounted for 36% of the total employment in the county in 1970. This sector of the labor force is predicted to rise rapidly, as the projections shown in table eleven on page 27.

TABLE 10.

EMPLOYMENT IN MANUFACTURING

	1970	1985 Projection
MANUFACTURING	62,384	66,734
Durable Goods	49,317	52,943
Lumber & wood products	339	555
Furniture & Fixtures	1,044	857
Stone, Clay & Glass	2,553	2,359
Primary Metals	18,600	20,367
Fabricated Metals	8,743	9,545
Machinery	12,183	10,653
Electrical Machinery	4,098	6,607
Transportation Equipment	890	886
Scientific/Professional Instruments	431	652
Misc. Manufacturing	436	462
Non-Durable Goods	13,067	13,791
Food Products	4,634	3,486
Apparel, Textile	415	642
Paper Products	1,141	1,312
Printing & Publishing	2,292	1,885
Chemicals	721	874
Petroleum & Coal Products	359	511
Rubber & Plastics	3,457	5,002
Misc. Non-durable	48	79

Source: Canton Metropolitan Area Occupational Projections to 1985. Ohio Bureau of Employment Services.

TABLE 11.

EMPLOYMENT IN RETAIL TRADE, SERVICES, GOVERNMENT

	1970	1985 Projection
Retail Trade	23,802	34,633
Services	32,859	49,115
Government	3,950	5,984

Source: Canton Metropolitan Area Occupational Projections to 1985. Ohio Bureau of Employment Services.

The continuing predominance of manufacturing activity in Stark County may be proven by examining the ten largest employers in the county:

TABLE 12.

Ten Largest Employers
in Stark County

Company	Number of Employees
Timken	10,000
Republic Steel	7,100
Hoover Company	3,027
Babcox & Wilcox	1,400
Teledyne	1,200
Amsted Industries	1,130
Transue & Williams	1,100
Superior Brand Meat	1,000
Sugardale Meat	1,000
TRW	1,000

Source: Ohio Industrial Directory, 1977.

The remaining 23% of the work force is in mining, construction, transportation, utilities, wholesale, finance, insurance, real estate, agriculture, and domestic services.

Table thirteen on Page 29 summarizes the employment status -- actual and potential -- according to the 1970 census figures. Despite its decline in population, over 30% of the total potential labor force of Stark County

lives in the city of Canton. 57.5% of men and women available on a county-wide basis are working.

TABLE 13.

Employment Status, 1970.

Categories		Number in Stark County	Number in Canton
Men --	In labor force	95,855	27,026
	Not in labor force	25,161	8,726
	Total	121,016	35,752
Women --	In labor force	51,997	16,909
	Not in labor force	83,789	26,007
	Total	135,786	42,916
Men & Women in labor force		147,852	43,935
Men & Women not in labor force		108,950	34,733
TOTAL POTENTIAL LABOR FORCE		256,802	78,668

Source: 1970 Census of population and housing. Canton, Ohio Standard Metropolitan Statistical Area. U. S. Department of Commerce.

The 1970 census data reported a median income of $10,249.00 in Stark County. A little over 50% of the population earned between $8,00 and $15,000 at the start of the decade. Table 14 shows a summary of income status.

TABLE 14.

Income, 1970

Income range	Number	% of Total
Less than $5,000	12,837	13.4
5,000 - 7,999	16,467	17.1
8,000 - 14,999	48,264	50.4
15,000 - 24,999	14,970	15.6
25,000 - 49,999	2,743	2.9
50,000+	517	0.53

Communication

Newspapers and Magazines

The table on page 32 is a result of a survey conducted. It lists all newspaper and magazines published in Stark County. Another survey of twelve newspaper and magazine outlets and book stores revealed that the Akron Beacon Journal, Cleveland Plain Dealer, Pittsburgh Press, Pittsburgh Post Gazette, and the New York Times are widely read by county residents.

Most county-wide news coverage is found in the Canton Repository. The local newspapers in the villages and townships cover the "neighborhood events" on a more personal level.

TABLE 15.

STARK COUNTY PUBLICATIONS

PUBLICATION	ANNUAL CIRCULATION*
Alliance Review	14,501
Canton Repository	68,578 (daily) 81,634 (Sunday)
Cantonland Bowling News	-NA-
Hartville News	2,500
Jackson Journal	-NA-
Louisville Herald	2,734
Massillon Evening Independent	19,705
Minerva Leader	4,500
Mini Merchant	-NA-
News and Times	336
North Canton Sun	3,000
Perry Post	-NA-
Plain Township Tribune	**
Press News (East Canton)	4,100
Signal Newspaper (Canal Fulton)	4,500
Stark County Legal News	-NA-
Now in Stark County	**
Stark Jewish News	1,100

* Source: Ayers Directory of Publications, 1977

** New Publications in 1978

Television

The only Stark County based television stations are WJAN, Channel 17 in Canton and WNEO, Channel 45/49 in the Alliance - Salem area. WJAN's programming primarily consists of a religious format. The station is operated by the PTL Club. Channel 45/49 is a public broadcasting station devoted to educational programming.

The commercial television station that covers local Canton and Stark County news is WAKR, Channel 23 in Akron, Ohio. News is broadcast at 6 and 11 p.m. daily.

Cable Television

Stark County residents watch most of their television programs over cable television. A survey of the CATV companies revealed subscribers to their services in these numbers:

TABLE 16.

CATV COMPANIES AND SUBSCRIBERS

COMPANY	APPROXIMATE NUMBER OF SUBSCRIBERS
Warner	30,000
Massillon	9,000
Tele-Media	3,000
CAS	950
Stark	-NA-
MBS	1,650

The cable companies provide all Cleveland, and selected

stations from nearby cities. WOR-TV, New York City, is available on the Warner Cable network. Table 17 lists stations available to Stark County residents on cable.

TABLE 17.

TELEVISION STATIONS AVAILABLE ON CATV IN STARK COUNTY

WCBS - 2	New York, New York (at night only)
WKYC - 3	Cleveland, Ohio
WEWS - 5	Cleveland, Ohio
WTRF - 7	Wheeling, West Virginia
WJKW - 8	Cleveland, Ohio
WSTV - 9	Steubenville, Ohio
WOR - 9	New York, New York
WFMJ - 21	Youngstown, Ohio
WVIZ - 25	Cleveland, Ohio
WKBN - 27	Youngstown, Ohio
WUAB - 43	Cleveland, Ohio

Radio Stations & Broadcasting Companies

A survey of radio stations in Stark County is tabulated in the following list:

TABLE 18

RADIO STATIONS IN STARK COUNTY

STATION	LOCATION
WFAH (AM)	Alliance
WHBC (AM)	Canton
WHBC (FM)	Canton
WHLO (AM)	Canton

TABLE 18 (Continued)

RADIO STATIONS IN STARK COUNTY

STATION	LOCATION
WINW (AM)	Canton
WNYN (AM)	Canton
WQIO (AM)	Canton
WRLK (FM)	Canton
WTOF (FM)	Canton
WTIG (AM)	Massillon

WHBC, AM and FM, dominate the local market. These stations provide the greatest amount of local news and information. Other stations serving the Stark County area are WHLO and WSLR in Akron. Listeners can also tune in other Akron, Cleveland, and Pennsylvania radio stations.

Telephone Communications

Ohio Bell Telephone Company serves all of Stark County. Directories are published for Alliance, Canton, Massillon, and Minerva. All other locations are included in one of these directories.

For the purpose of this study, it is of value to note toll charges for telephone communications within the county. Table 19 on the following page describes toll charges among county residents.

TABLE 16. TELEPHONE TOLL CHARGES WITHIN STARK COUNTY

TO / FROM	Alliance	Bolivar	Canal Fulton	Canton	Hartville	Louisville	Magnolia	Massillon	Minerva	Navarre	North Canton	Paris	Waynesburg
Alliance		T	T	T	T	T	T	T	T	T	T		T
Bolivar	T				T	T	T				T		T
Canal Fulton	T			T	T	T	T		T	T		T	T
Canton	T		T										
Hartville	T	T	T				T	T	T	T		T	T
Louisville	T	T	T				T	T	T	T		T	T
Magnolia	T	T	T		T	T		T	T	T	T	T	
Massillon	T				T	T	T		T			T	T
Minerva	T		T		T	T	T	T		T	T	T	T
Navarre	T		T		T	T	T		T		T	T	T
North Canton	T	T					T		T	T		T	T
Paris			T		T	T	T	T	T	T	T		T
Waynesburg	T	T	T		T	T		T	T	T	T	T	

Community Groups

The data gathered in the newspaper search indicates that residents of Stark County have organized into groups which deal with many facets of life. Varied aims and interests are reflected by the clubs and organizations whose activities were reported in the Canton Repository.

The survey was done by simply scanning the January 15 - February 14 issues and noting any group located in Stark County of which mention was made. Each organization was placed in one of the eleven general categories listed in Table 20, then they were subdivided to describe more accurately the purpose or activities of each group.

Under the heading of service groups: unions (46) and professional associations (22) comprised work-related organizations. Twenty-two community service clubs, such as the Jaycees and the Rotary were recorded.

In the area, there are local chapters of such national organizations as the American Legion and the Veterans of Foreign Wars. Fourteen groups, including their auxiliaries were noted. Five political party organizations were mentioned.

Also, there are several categories of education-related groups. Seventeen of them are interested in the betterment of schools or colleges. Six units of the Parent-Teacher Association were located in the survey; as was one teachers' organization.

TABLE 20.

Summary: Types and Numbers of Community Groups in Stark County

Group Activity	Number Identified by Survey
(1) Economic	
Service Clubs	22
Vocational groups:	
Unions	46
Professional	22
(2) Government	
Political Party Organizations	5
Patriotic/Veterans Associations	14
(3) Education	
Better School Groups	17
Parent-Teacher Associations	6
Teacher's Organizations	1
(4) Fraternal	
Ethnic Associations	4
Lodges, Secret Societies	31
Sororities	14
(5) Recreation	
Athletic Teams	98
Athletic Clubs	5
Hobby Clubs	8
Outdoor Clubs	6
Social Enjoyment	14
YMCA, YWCA	6
Garden Clubs	24

TABLE 20 (Continued)

Summary: Types and Numbers of Community Groups in Stark County

Group Activity	Number Identified by Survey
(6) Groups and Organizations for the Aged	12
(7) Religions	
Churches/Synagogues	272
Bible Study/Church Related	12
Ministerial Associations	1
Knights of Columbus et. al.	3
Council of Churches	1
Federated Church Women et. al.	5
(8) Cultural	
Choral Groups	8
Study and Forum	2
Art Societies and Groups	2
Dramatic	5
Literary Societies	5
Symphony and Support	6
Women's Groups	33
Historical/Genealogical	3
Civic Improvement	8
(9) Welfare	
Charitable Organizations	4
Humane Society	1
Legal Aid	1
Marriage/Individual/Family Counseling	3

TABLE 20 (Continued)

Summary: Types and Numbers of Community Groups in Stark County

Group Activity	Number Identified by Survey
(10) Youth Services	
Child Welfare	4
School-related	3
General Youth Organizations	13
(11) Health	
Community Organizations	8
Specific Diseases	12
Safety	3
Handicapped	2
Right-To-Life, Planned Parenthood, et. al.	5
Medical Societies	1
Hospital Auxiliaries	2
Clubs	8

Fraternal groups comprise a large segment of the area's groups. Thirty-one chapters of various secret societies and lodges, and their auxiliaries, such as the Elks, Moose, etc. were located. Fourteen Alumnae chapters of various sororities were mentioned. Four ethnic group associations complete the list of fraternal organizations.

The survey uncovered many groups which are devoted to some recreational activity. The largest number of these are athletic teams. The total of 98 represents high school and

college teams in every winter sport. Males and females of all ages participate in recreational and church leagues. These teams, as well as area bowling teams and leagues exist in such large numbers that it was impossible to make an accurate count. However, these uncounted sports teams, because of their number, must be considered in any discussion of area groups.

There are fourteen social enjoyment clubs. Although gardening can be considered a hobby there is a special category for the twenty-four garden clubs which were located in the survey. Eight other hobby clubs were also found. Six clubs which dealt with the outdoors were so designated. Five athletic clubs supervise and co-ordinate athletic activities. Six YMCA's and YWCA's were found, but they were mentioned many times and for many things. In addition to athletic facilities, they offer many classes, clubs, committees and social activities.

The survey located twelve groups and organizations for the aged, some social and some service.

Religious activity is quite prevalent in the Stark County area. A total of 272 churches and synagogues were located. Many denominations were represented and most had several congregations. The survey also showed the existence of church related/bible study groups (twelve), churchwomen's groups (five), Knights of Columbus and similar organizations (three), a ministerial organization and a Council of Churches.

A wide variety of cultural organizations was located in the survey. Choral groups, the symphony and its support groups, dramatic groups, and art societies comprise this group as do literary and study socities. Historical, genealogical and civic groups have slight representation. The largest group in this section is composed by women's clubs. Their activities include social events, support of fine arts and charities and some civic concerns.

Nine private (non-governmental) groups were found to belong in the category of welfare. Four charitable agencies, three marital/individual/family counseling, a Humane Society and a legal aid service were identified.

The majority of youth service groups (thirteen) were ones such as the boy and girl scouts, devoted to the special interests of their members. Three such school affiliated organizations were found. Four child welfare groups, composed of adults seeking to better the lot of children, were noted.

Anoter type of groups in the community is health-related. Twelve organizations seeking a cure or better treatment for specific diseases were located. All eight health clubs were chapters of weight reducing clubs. Eight groups seek to improve general health. Five organizations are concerned with abortion, "right-to-life", birth control and childbirth. Three volunteer fire departments are classified under safety. Two hospital auxiliaries and one medical society were recorded.

Recreation/Entertainment

A two month survey of major community activities reported in the Canton Repository and the Community Calendar published by the Community Information Exchange produced a list of events in these categories:

TABLE 21.

Survey of Community Events

Type of Event	Number
Musical Performance	46
Social Gatherings	43
Film Showings	14
Theatrical Productions	13
Lectures	7
Dance Performances	4
Sports Events	4
Art Exhibitions and Auctions	3
Political Events	1
"Special" Events	29

Musical performances were found everwhere during the sixty day study. Malone College, Glen Oak and other High Schools, and Kent State University, Stark Campus were the educational locations represented. The Ten Star Community Theater, Canton Cultural Center, Canton Memorial Civic Center, and Central Plaza in downtown Canton housed musical productions. Churches and church-related groups also seem

to sponsor quiet a few musical performances.

Social events center around the Canton Memorial Civic Center on the west side of Canton. Dances, dinners, annual meetings of organizations, and festivals were found at this facility. Throughout the county, however, local-based organizations held a variety of social events at bank buildings, meeting rooms and similar facilities. Once again, churches and church-related groups were found to sponsor many social gatherings.

In the area of film, the Canton Film Society and its series of films based at the centrally-located North Branch of Stark County District Library predominate. Malone College also shows a monthly film and several "special" films were shown at Cable Recital Hall in the Cultural Center.

Theater is well represented among the events surveyed. The Canton Players Guild and several smaller community-theater groups are active. Performances were found at the Canton Cultural Center and high schools throughout the county.

Among the speakers lecturing in the county during the survey were Art Linkletter and Paul Harvey. Religious topics seem to dominate this type of community activity, although health and financial talks were given at Malone College and various hotel meeting rooms.

Representing dance, the Canton Ballet gave three performances at the Cultural Center during the time period of the survey.

Sports enthusiasts must go to Cleveland for professional baseball, football, and basketball. The Coliseum, located between Akron and Cleveland, is more accessible to basketball fans in Stark County than the longer drive to downtown Cleveland for baseball and football. High school football, track and field, and basketball dominate the Stark County sports scene. Canton hosts the National Football League Hall of Fame. Every summer, a week for festivities celebrates induction of new members elected to the Hall of Fame. Wrestling and swimming meets are sponsored throughout the year while sandlot baseball and softball are popular over the summer months.

Art exhibitions and auctions took place at the Culture Center, Massillon Museum, and North Canton Public Library during the survey period.

The only political event was a Democratic Party Fund Raiser at the Cultural Center.

A wide variety of "special events" occurred throughout the county during the sixty day survey. Some examples were the annual Scout-O-Rama, Home Show, Auto Fair, and so on.

Similar cavalcade of events in these same categories took place, on a smaller scale in the Alliance, Massillon, Hartville, and North Canton areas. This survey of Canton events has been conducted as only an example of community interests.

Summary: The Stark County Community

Stark County is a community of three medium-sized cities and fourteen smaller villages and towns that share a common economic, cultural, and social history. Each of these communities has a strong local identity, interests, and informational needs. In addition to the city, village, and town identification, the residents of Lake, Perry, Plain, and Jackson Townships to the north and west of the city of Canton have strong community identities. This is evident in the surveys of local publications, and plottings of community groups and services.

Following its historical pattern, the population will continue to move away from the county center of Canton -- to the north and west of the city. Transportation, subdivision, and commercial activities support the 1980 population projections which predict a doubling of the population over the 1970 census figures in this area of Stark County.

The reference department will have to serve the special requirements of the county's population by these groupings: approximately 10% are high school student age; 20% are "young adults" between 19 and 34 years old; a third of the population are "middle age" adults, 35-64; 10% of the county's residents are over 65.

Manufacturing is and will remain the dominant industry in Stark County. However, white-collar and service skills

employment will grow faster than manufacturing over the next decade.

Stark County residents, overly dependent on automobile transportation, shop in the suburban "villages" and "malls" on the outskirts of Canton. Downtown Canton continues to be the financial, governmental, corporate, social and cultural center of the county.

Although many residents go outside the county for their news, TV, recreation and entertainment, the majority find adequate activities and leisure time opportunities within their local communities.

Information demands must be planned by interests expressed in the form of organized (group) activity in the area.

Religious material will be needed by the large percentage of the population which attends church and is involved in church-related groups. Cultural groups will need information on the arts and humanities. A wide variety of topics will concern those involved in various recreational groups.

DEPARTMENT RESOURCES AND SERVICES

Development

Although historical records of the earliest days of Canton Public (later Stark County District) Library are somewhat sketchy on this matter, a reference collection seems to have always existed as part of the library's services. The Canton Library Association was founded in 1884. The library was first housed in Canton City Hall and later moved to the Odd Fellows Temple. In her 1899 report to the Association's Board of Trustees, Mary P. Martin, the first librarian of Canton Public Library, reported on

> . . . the lack of funds and the effect this had upon the curtailment of additions to the book stock in all areas of the library and also dealt with the fact that no accurate or adequate means can be devised to measure reference service.[3]

Thus, it is apparent that informal reference services were rendered by the Library in its infancy.

The first formal reference department was established in the east wing of the main floor of the new Canton Public Library building constructed with Carnegie Foundation funds in 1905.

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[3] Norman P. Wetzel. Mary P. Martin and the Canton Public Library, 1884-1928, a Study in Library Leadership. Kent State University, Graduate Thesis, 1969, p.78.

At some point, the department's collection outgrew the east wing and it was moved to larger quarters on the west side of the building. In the mid-1950's the reference collection was divided to form separate Business and Technology and General Reference Departments.

Facilities

The physical facilities of the Reference Department today suffer the same cramped, over-crowded conditions as do the other public service departments. The 2400 square foot area of the main floor may be characterized as uncomfortable for library users and staff alike. The collection of 25,000 books and periodicals outgrew available shelve space years ago. This problem led to the establishment of "overflow" general reference collections in the basement and "Timken annex" building (a half-block away from the Department); oversize book storage under the front steps of the main building, and the movement of genealogy and local historical sources to the basement.

The maximum seating capacity of the Department is thirty-eight. Tables and chairs are placed in the center of the room in an arrangement far below the spatial requirements for this number of people. The flourescent lighting provided for users and staff seem to be adequate only on a bright day when light from the large windows on the northern and western walls of the building offer assistance. The

light fixtures are twelve feet above most reading surfaces and the number of light tubes in them has been cut back by 50% since 1974.

The Reference Department's telephone system has three in-coming lines, a line for out-going calls and an intercom or extension line for inter-departmental communications

Book Collection

The materials in the Reference Department cover the subject areas of the humanities, arts and social services (with the exceptions of business and statistical sources). A list of popular subject categories relevant to the Department includes:

anniversaries
antiques
architecture
art
artists
astrology
authors
bibles
biographies (who's who, etc.)
Black history
books and publishing
church denominations
coins
college catalogs
composers
costumes
criminology
customes and folklore
dictionaries
dramatists
drawing
education
-- foundations
-- colleges

education (continued)
  -- private schools
  -- vocational & trade schools
  -- grants & financial aid
  -- faculty directories, etc.
etiquette
film (moving pictures)
foreign languages
  -- learning the language
  -- dictionaries
  -- phone books, etc.
games & rules
genealogy
geography
government officials
grammar
graphic arts
history
history of churches
holidays
hotel directories
journalism
landscaping
literary criticism
literature
  -- English
  -- American

literature (continued)
  -- Foreign
movie stars
music
  -- Jazz
  -- Blues
  -- Rock
  -- Country
  -- Classical, etc.
musicians
occultism
opera
painting
parapsychology
  -- pyschic phenomena
  -- ESP, etc.
periodical information
philosophy
poetry and poets
political science
psychology
public administration
quotations
rare books
religion
sheet music
singers

sociology	theatre
songs	theology
sports	travel guides
stamps	TV
telephone directories	Writer's information

Special collections maintained by the Department include: an arts and crafts file, college catalog index, community clubs and organization index, Decades of American History Photograph File, American Experience Photograph File, Local and Ohio History (includes a cemetery and tombstone inscription file and index), the International Portrait Gallery, song index, telephone directory index, and topographic maps collection.

Finances

Stark County's Board of Trustees has approved a $20,000+/year budget for Reference materials since 1973. The collection has grown 12.5% during this period.

TABLE 22.

Reference Department Growth

Year	Collection Size	Volumes Added
1974	20,303	1,455
1975	20,774	874
1976	21,829	1,489
1977	23,318	1,614
1978	22,855	1,065

The Department's collection development has also benefited from the WISE book fund, a bequest to the library. Monies from the fund have been used to purchase more-expensive sources in the art and history subject areas. Reference has also received book grants from the Mideastern Ohio Library Organization to develop subject specialities and maintain its collection as a regional resource. $10,000 in MOLO funds were shared by the Business & Technology and Reference Departments of Stark County District Library in 1978 and 1979.

Staff

The Reference Department staff has been composed of three full-time positions: a Department Head (professional library degree), First Assitant (bachelor's or master's degree not in lbirary science) and a Second Assistant (high school graduate) and a part-time page. This size and composition has remained the same for the past two decades.

Since 1975, the Department staff has been supported by one to three part-time CETA employees.

Relationship with Area Libraries

The Reference Department of Stark County District Library has always attempted to achieve the objective to

answer all inquiries from other libraries in as short an amount of time as possible in the spirit of co-operative professionalism and service.[4]

Fourteen libraries within a six county area comprise the Mideastern Ohio Library Organization and depend upon the book collection and backfiles of periodicals, newspapers, serials and papers on file in the reference department. These neighboring libraries have entered into a contract for several years with the library in Canton to serve as a resource center.[5]

The Department and Library have also lent valuable information assistance informally to other area libraries.

Services

The Reference Department is open to the public from 9:00 a.m. to 9:00 p.m., Monday - Thurday and 9:00 a.m. to 5:00 p.m. Friday and Saturday throughout the year. In-library, telephone and mail inquiries are handled by the staff.

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4 (Proposed) Information Service Policy and Procedure Manual, Stark County District Library, June, 1977, p.3.

5 Stark County District (Building) Fact Sheet, October 5, 1978.

In-library desk services include answering specific questions; instructing patrons in the use of the library and its resources; bibliographic verification of materials in the library collection or not in the library; instruction in research methods and bibliographic searching techniques; and assistance in locating library materials.

Inter-library services, the borrowing and lending of materials from and to other libraries whenever possible is also part of departmental services.

As part of the Department's specialized information services to groups, organizations and educators, it compiles selective subject bibliobraphies as schedules permit.

The Reference Department also engages in current awareness services including the writing of newspaper articles, publishing subject materials lists, promoting access to information sources through non-library organizations, publishing bibliographies of recent acquisitions and compiling lists of materials which provide information on current problems, events and other items of community interest.

The Head of the Department is available to instruct touring groups in the general use and availability of resources. The librarian is also available to speak on similar topics to groups outside the Library.

Stark County District Library's Reference Department has attempted to maintain a daily accounting of telephone and in-library reference transactions. These statistics have varied in accuracy due to changes in methodology and lack of personnel commitment to the tabulation process. For example, it appears that fewer statistics were recorded during vacations, periods of staff illness, and vacant positions in the Department. However, the tabulations do indicate general service trends.

TABLE 23.

Reference Department Transactions

Year	Telephone Questions	In-library Questions	Materials Used
1973	23,391	19,404	97,666
1974	18,121	20,116	101,251
1975	11,375	10,051	50,590
1976	10,563	11,501	57,888
1977	9,827	13,786	71,789
1978	8,592	9,632	46,852

Summary: the Reference Department, Stark County District Library

Stark County District Library's policy for the Reference Department in the 1970's has been to build a resource center collection. The staff size has remained constant. Use of the Department, in terms of questions handled in the

library and over the telephone has declined over the past six years. This trend has resulted in expansion of departmental activities to reach out to low-level and non-users of reference services. Paradoxically, the build-up of resources has resulted in increased service demands from area libraries and their users. Thus, most of the department's work load may be described in terms of collection development and maintenance and extension services. The largest reference collection in the six-county region of mideastern Ohio is a research/resource center.

USER PROFILE

Various studies, including Berelson, have proven that the majority of library users, as only one example of information consumers, will use institutionalized information sources within 2 - 3 miles of their homes or places of employment.[6] Sources of information, like other institutions in the community, have something of a "natural service area". Distance, like other characteristics, has an important effect upon the use of information services and sources.

We wanted to gather data on where information users are located in Stark County relative to sources of information: how far they were willing to travel for the information they needed; what types of information they required.

Registration File Sample

In order to obtain a general idea of where adult library users were located, a random sample of the adult registration file of library card holders was conducted. Four hundred five registrations[7] revealed that the library system serves adult users county-wide. A plot of the addresses is shown on Map 5.

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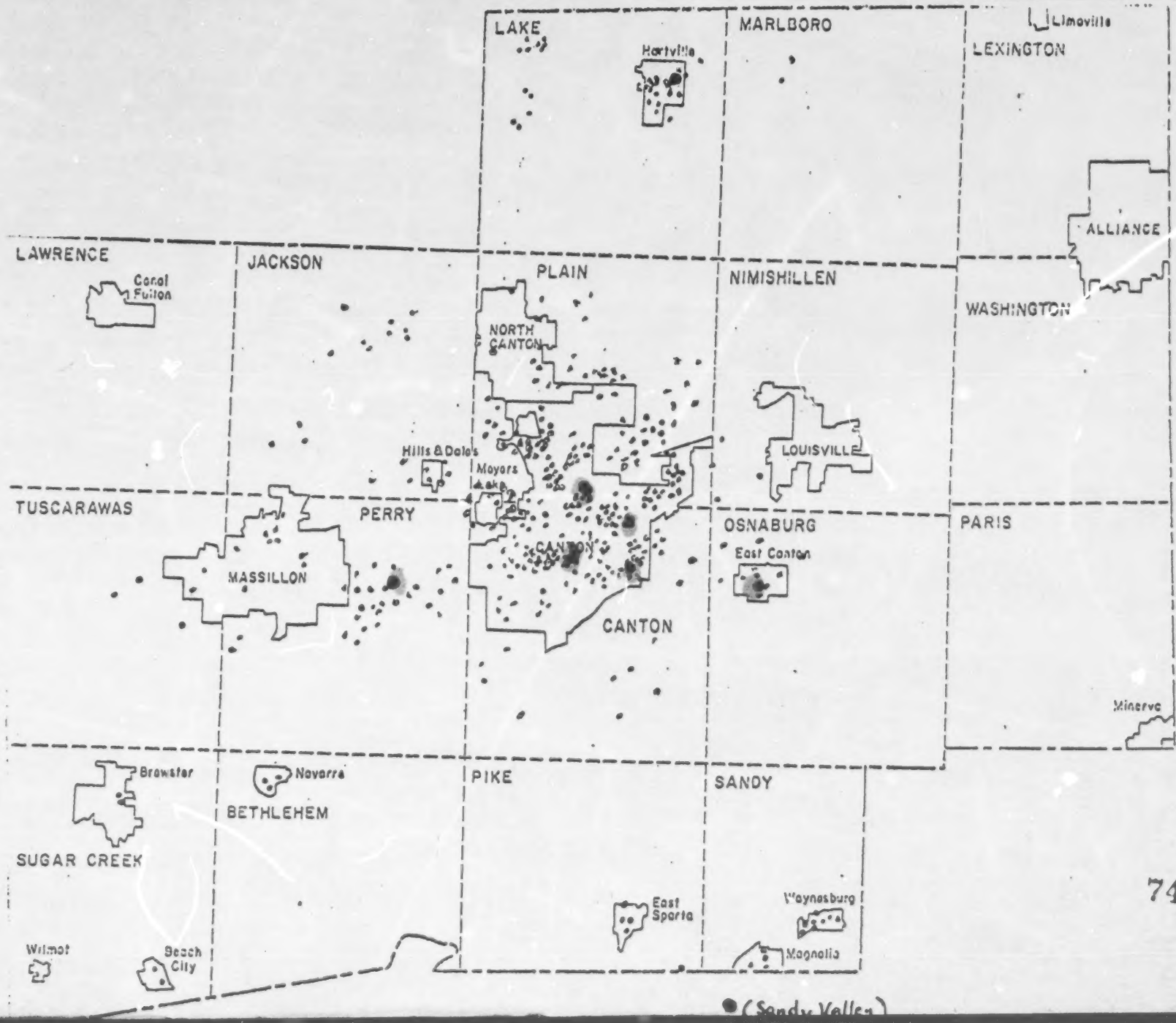
[6] Bernard Reuben Berelson. The Library's Public: New York: Columbia University Press, 1949, p.43-46.

[7] The number of the sample is based on information in: John T. Roscoe. Fundamental Research in Statistics for the Behavioral Sciences. New York: Holt, Rinehart & Winston, 1969.

MAP FIVE

LOCATIONS OF LIBRARY USERS AND SCDL FACILITIES



73

74

This survey also indicates that the system serves information consumers on a neighborhood basis.[8]

User Survey

A survey of in-library and telephone information requests received in the Reference Department revealed another pattern of information users. Map 6 shows a plot of 415 users of the reference department services. The plot demonstrates that the service operates in a "back-stopping" role to the local facilities as well as serving as the source for more specialized and comprehensive sources of information. People travel farther to get to this location.

Use of Materials/Question Surveys

A month long survey of types of information requested and materials used for information was performed by the reference staff. The results are shown in Tables 24 and 25.

The department received requests for telephone/city directory, social services, education/occupation, political/governmental, and biographical information. 71.2% of the 646 information requests surveyed occurred in these categories. Of the 1,809 materials used -- including books,

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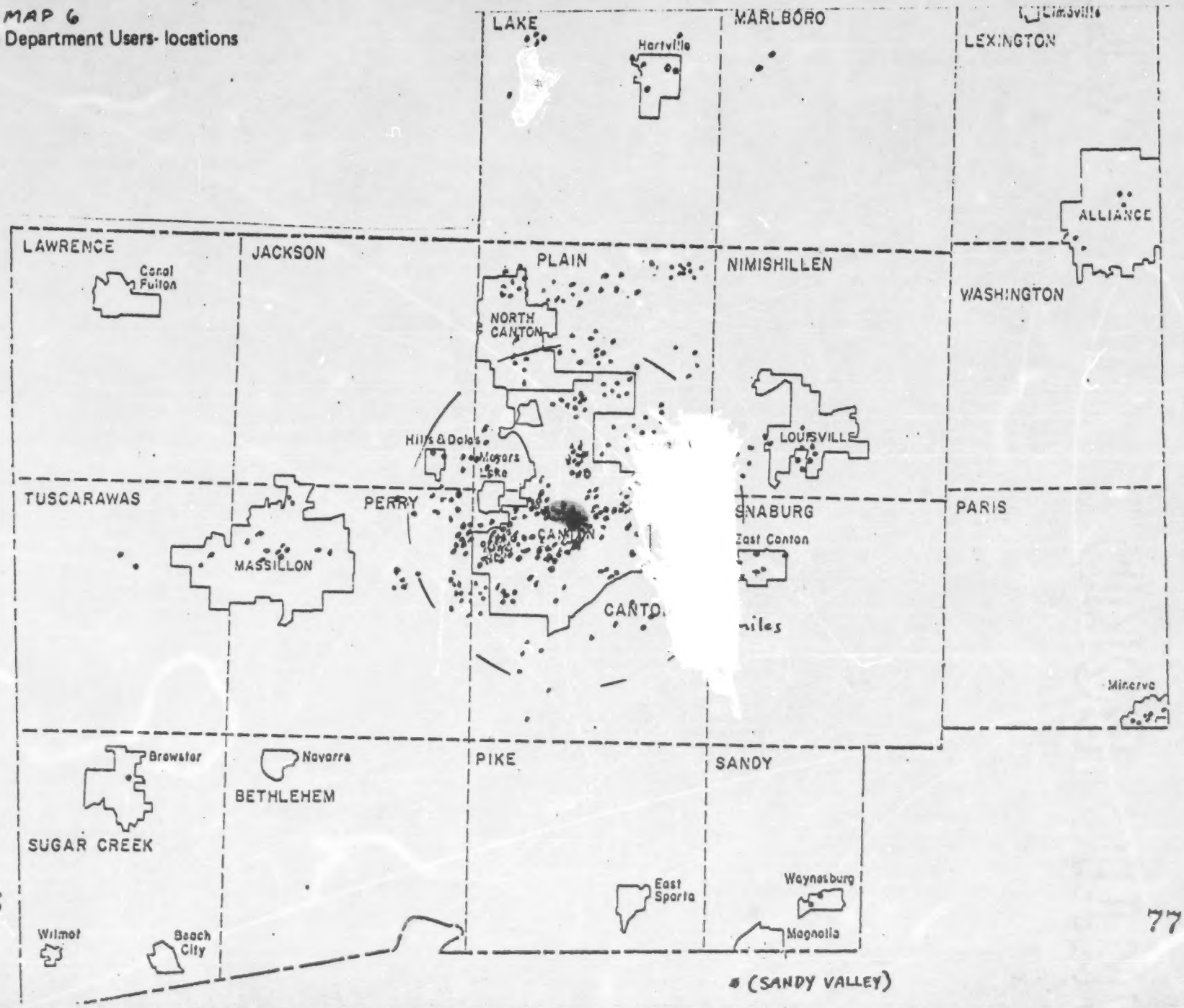
[8] Similar studies by the Louisville Public Library, Canal Fulton Public Library, and the North Branch of Stark County District Library have also shown that information services are delivered on a neighborhood/local basis.

MAP 6
Reference Department Users- locations



vertical file materials, serials, catalogs, and the OCLC terminal -- 1,148 fell into the same five subject categories.

From this month-long survey of requests, Stark County residents required information on addresses -- individual and business -- more than any other type of information. The second most requested type of information involved social services. Educational and occupational requests ranked next, pointing to the fact that many people were interested in obtaining or training for employment. Questions about government -- local, state and federal were fourth on the list of priorities of Stark County residents.

TABLE 24.

Information Requests by Subject Area

Rank	Information Area	Number of Requests
1.	Telephone Directory	152
2.	Social Services/Sciences	146
	Education	(59)
	Politics/Government	(53)
	Other	(34)
3.	General/Misc.	95
4.	Biographical/Genealogical	68
5.	Literature	36
6.	Geography/Travel	35
7.	Language	34
8.	Art	30
9.	History	15
10.	Religion	15
11.	Performing Arts and Sports	8
12.	Philosophy/Psychology	7
13.	Music	5
	TOTAL	646

TABLE 25.

Information Sources Used: By Subject Area

Rank	Information Area	Number of Sources Used
1.	General/Misc.	398
2.	Social Services/Sciences	291
3.	Telephone Directories	244
4.	Biographical/Genealogical	215
5.	Art	106
6.	Geography/Travel	85
7.	Performing arts and sports	74
8.	History	72
9.	Religion	70
10.	Language	53
11.	Philosophy/Psychology	36
12.	Literature	35
13.	Music	27

The sample of reference questions handled by the Department was also analyzed in two othr ways. First, we classified the manner in which each staff member handled inquiries. Using the National Center for Higher Education Management Systems categories, the Reference Department's work load can be viewed according to these types of transactions:

TABLE 26.

Reference Questions by NCHEMS Categories[9]

Type	Number	% of Total
Fact Finding	402	62.2
Readers Advisory	117	18.1
Literature Searches	91	14.1
Catalog Information	19	2.9
Community Referral	17	2.6

We also measured these questions according to these categories:

	Number	% of Total
Questions completely answered	601	93.0
Questions partially answered	13	2.0
Questions not answered	32	5.0

[9] Categories are from the NCHEMS Glossary of Standard Terminology for Libraries, Learning Resource and Media Centers (Draft). May, 1978.

	Number	% of Total
Questions referred to internal or external agencies	32	5.0
Department requires additional sources	16	2.4

We hoped by classifying questions by answered, not answered and partially answered to learn whether or not the Department was fulfilling its primary objective. It was also our managerial concern to gather data on "how far" and "how often" reference assistants would work toward answering a specific inquiry and whether or not they knew of sources the Department lacked.

CONCLUSIONS AND RECOMMENDATIONS

In late 1979 or early 1980, the new solar-powered Stark County District Library building will be ready to serve the area's information consumers. After many years of tolerance, the users and staff of the Reference Department will have adequate space for quiet study and research with the entire resource collection at their fingertips. Most, if not all of the physical problems of current reference service will be solved.

However, data gathered in this study point to other necessary changes for the Reference Department beyond that of facilities.

The Library's policy of building a resource center for the area's research, government, educational and business organizations fits into the average citizen's viewpoint of Canton. The community surveys of commercial, group, recreation and entertainment activities reveal a withdrawal from the city's core outward to the north and west sections of the county. Downtown Canton continues to be the governmental, financial and cultural center. Citizens come to Canton to pay taxes, see lawyers, attend civic functions, and do their banking. The same terms apply to reference services. Recreational and entertainment information needs are satisfied by extension, branch and local library services. It seems to be the research-oriented information needs

that are brought to the Reference Department of Stark County District Library.

Residents of communities within Stark County experience a strong sense of local identification within the cities, villages and townships where they live. Surveys of area publications show the manifestations of this in such areas as loyalty to local sports teams and inclusion of the geographic area in organization names - North Canton Jaycees, Canton Women's Club etc. There are several publications such as the Perry Post and North Canton Sun which chronicle events of the small areas for which they are named. Surveys of two other area libraries, Louisville Public and Canal Fulton Public and the North Branch of Stark County District Libraries indicate that the majority of users live within a two mile radius of each facility.

For general information needs, people usually go to the nearest library. However, since smaller libraries do not have collections large enough to meet the information needs of every user, some must be directed to a resource center. In this area, Stark County's Reference Department serves that purpose. Plottings of the locations of users show that they travel up to ten miles to the Reference Department, although the majority of users live within five miles. Locations of those who travel some distance to the library correspond to areas accessible to Canton in a car by major routes, such as

Ohio Route 62, Interstate 77, and U.S. 30.

A number of library research studies, including Berelson and Zweizig[10], have identified population characteristics that correlate with library use. It has been found that high-level library users are likely to be:

(1) more young people than elderly;

(2) more highly educated than less educated;

(3) more high income than low income;

(4) more professional than clerical employees;

(5) more housewives;

(6) more people who live close to the library.

The characteristics of Reference Department users identified in the surveys indicated that the county-wide service area's population is heterogeneous. However, data gathered in the community profile survey also indicate that county residents, as a whole, are characteristically lower-level users of libraries. Only 30% of the population is in the high-level users age categories (grade school through young adults). Only 14.5% of the population has had some college experience and 47.6% of the adult population does not have a high school diploma. Once again, a characteristic of lower-level library users. Finally, 41% of the county's population was employed

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10 Berelson, Bernard. The Library's Public. New York: Columbia University Press, 1949. Zweizig, Douglas L. "Predicting Library Use: An Empirical Study of the Role of the Public Library in the Life of the Adult Public." Doctoral Dissertation, Syracuse University, 1972.

in "blue collar" manufacturing and light industries and 30.5% of those employed were earning less than $8,000/year in 1970.

Thus, an integral part of the Department's activities will continue to be "outreach" or extension - oriented services, public-relations, community-awareness and bibliographic services. In order to attract the large numbers of non and low-level users the Department should establish a toll-free information line as a "community information service".[11] Perhaps the resources and expertise of the library can be joined to the services of the Community Information Exchange of the Downtown Commission and Information and Referral Services of United Way. By pooling resources, a first-rate community-oriented information service can be established to serve individuals and groups throughout the county.

The Department should make community groups aware of its services. The in-house survey showed that materials on subjects such as religion and the arts were not requested as frequently. Community group activity indicates a strong interest in these subjects by residents. The Department could use group publications to promote the assistance libraries can give. Department staff is available to speak at meetings about reference service. It should utilize this opportunity

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11 The survey of telephone toll charges within the county indicates a need for more-specialized communication capabilities for Reference.

more frequently.

To promote use through outreach activities and maintain a high standard of service to users already acquainted with the Department, a larger staff is needed. The present number of workers cannot adequately serve patrons in the department and go out into the community to publicize services. When the new building is opened, facilities in the Department will be more comfortable and convenient. This should increase in-library service demands. The Department needs enough qualified people to offer good service to users in the Department while expanding the market for that service through activities which will often take staff out of the Department. The acquisition of one professional and one paraprofessional would be expensive.

However, as a resource center, the Department will get many specific and detailed requests. It will take a knowledge of sources and techniques to answer them. The Department should strive to have a professional or paraprofessional on duty at all times. Staff members who take part in outreach activities must also be well-qualified. The Department cannot be promoted adequately unless one who knows its holdings and services well performs the outreach activities. The Department must assume that the need for these will continue to increase. Data from the Census Bureau shows that the shift in population from Canton to its north and west suburbs will still be occurring, possibly with more frequency.

Reference service could also be improved by the use of television. The Department should investigate the possibility of obtaining commercial or foundational support for video reference service. The large number of cable television subscribers in the area indicate their interest in television. This medium would provide the Department an opportunity to reach many users efficiently. Users would be served excellently if information could be received in their homes.

In the area of "internal service development" a survey of titles purchased by the Reference Department demonstrates that its acquisition strategy is nearly perfect in terms of the types of materials demanded by reference users.

TABLE 27.

Comparison: Survey of Use of Materials and Departmental Purchasing, 1976 & 1977

Survey Usage		Titles Purchased 1976		Titles Purchased 1977	
Dewey class	Number	Dewey class	Number	Dewey class	Number
000	286	300	196	000	169
300	234	000	160	300	151
920	214	920	89	700-779	105
700-779	106	700-779	86	920	80
900-919	82	930-990	53	800	76
790	74	790	29	930-990	59
200	70	900-919	28	900-919	43

TABLE 27 (Continued)

Comparison: Survey of Use of Materials and Departmental Purchasing, 1976 & 1977

Survey Usage		Titles Purchased 1976		Titles Purchased 1977	
Dewey class	Number	Dewey class	Number	Dewey class	Number
930-990	61	600	28	790	30
400	53	780	19	200	25
800	30	200	15	780	24
780	27	400	8	400	11
100	25	100	5	100	4

The Department should periodically update the survey of what patrons are using and what types of questions are being asked. Instead of gathering statistics on a daily basis (the current practice) more accurate and meaningful data should be gathered four times a year to reflect the Department's work load in a staff-saving manner.

If the policy of building a resource center collection is to be continued in the 1980's, the Department must gather greater amounts of materials in a more cost-effective manner. The absence of microform collections and equipment demonstrate a lag in technological and resource development. Obviously, a greater amount of information can be stored, maintained and recalled for Stark County users on microform. It appears that in the concern between information format and resource development, the library's management has decided in favor of traditional book sources and fewer resources.

The Referance Department can also aquire more information for less money by purchasing automated reference sources. At the present time, the Department subscribes to a variety of indexing and abstracting services in "hard copy" that are available on-line. By contracting with vendors for these sources in computer format, the Department can simultaneously expand its research capabilities and resources with the great number of data bases available through vendors such as the System Development Corporation, New York Times Information Bank, and Lockheed Corporation.

SUMMARY: RECOMMENDATIONS

1. The Reference Department continue to develop as a resource center since public library users and area libraries perceive it as such.

2. A toll-free information hot line service be established to overcome communication costs and difficulties for the county's information consumers.

3. A Community Information Service (C.I.S.) subdepartment be established to handle the increased service demands anticipated by the establishment of a toll-free hot line.

4. Formal agreements between Stark County District Library and area libraries be continued and expanded to support the Reference Department's resource-sharing activities.

5. A more formal action-plan be formulated to fulfill the necessary "extension" services of the Department.

6. The Department should publicize its available resources to community groups by:

(a) placing notices in group publications;

(b) increasing the number of appearances by department staff at group functions;

(c) expanding bibliographic services in a

more agressive and innovative manner.

(d) involving group members in library and information service projects and activities.

7. A larger staff is required to maintain and develop the resource collection, expand the research capabilities of the Department and fulfill extension service demands of the community. Service demands on staff indicate an additional qualified librarian and paraprofessional assistant are needed.

8. The Department should obtain sponsors for video reference services. This would allow limited informational service to be provided to homebound users, schools, hospitals, and residents without transportation.

9. The capabilities of the resource collection of the Reference Department should be greatly expanded in a cost-effective manner by:

(a) establishing a microform collection based on community interests and researchers' requirements;

(b) obtaining automated reference sources.

#10. The Department should continue to monitor the subjects in which users are interested through formal, selective surveys.

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